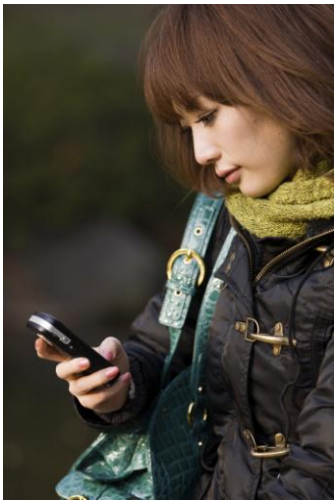


Gen Y 1981 – 2000

Who they are, How they learn...





Gen Y

1981 – 2000

...Why it Matters



Biggest
Generation...

**Over 78 Million
Strong**

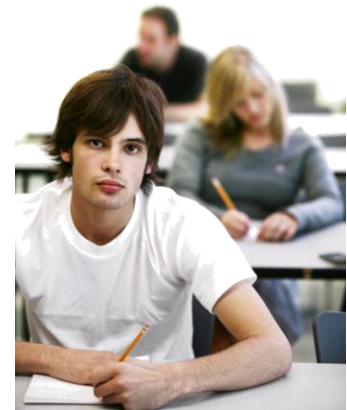


Bigger than the
boomers and
about 3 times
the size of Gen X.



Characteristics of Generation Y

- ❑ Children of Boomers (and X'ers)
- ❑ Turned off by branding and hard sell





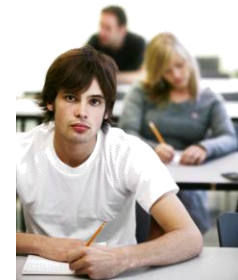
**VERY
DIFFERENT
THINKING**



**GETTING
CONNECTED**

Characteristics of Generation Y

- ❑ Support social causes
- ❑ Hands-on learners
- ❑ Multi-taskers



Characteristics of Generation Y

- ❑ Pampered and indulged
- ❑ Weak on interpersonal skills





**WE ARE
TECHNOLOGICALLY
SAVVY, BUT
HIGHLY CREATIVE**

WE ARE

ENVIRONMENTALLY

CONSCIOUS,

YET HIGHLY MOBILE

2008 Pew Report

97% of American teens (12-17) play
computer, console or cell phone
games

$\frac{3}{4}$ of these teens play these games with
others at least some of the time.

Generation Y Are...



- ▣ Digital Natives (first generation to grow up on line)
- ▣ Most media savvy generation



Generation Y has...



Viewed 20,000 TV commercials every year since birth

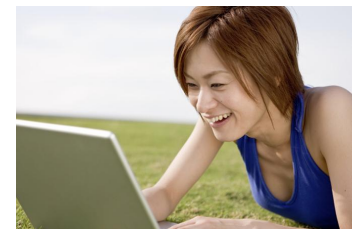
- On average they spend 10 hours a week on line, 10 hours watching TV, and 5 hours listening to iPod-like devices



Generation Y has...



The most disposable income
(spending power exceeds
\$200 billion)



Information “Bursts”

- ▣ Gen Y is conditioned to receive visual information in “bursts” resulting in their inability to focus long-term on information retrieval.

Information “Bursts”

- New information needs to be given in the **same manner**; then they need to be “left alone” or “given space” to process



**WE THINK LIKE
ENTREPRENEURS,**

**BUT VALUE RELATIONSHIPS
OVER MONEY**

-
- Why **are** our learners changing?

-
- Why are our learners **changing**?

Nisbett et al 2001

- According to recent studies, Cognitive processes are more malleable than originally thought.
- Social changes, therefore, impact cognitive processes.

Social Connectedness and teaching

- Lunge
- Lurk
- Link

Marie Sontag

“Innovate” Journal of Online Education (2009)



In The Classroom... The “Gen Y” Student

- ❑ Is collaborative and tenacious
- ❑ Is very visual
- ❑ Information is about usability not the content
- ❑ Is techno savvy





In The Classroom...

The Teachers of “Gen Y”

- ❑ Be very specific
- ❑ Be collaborative, not directive
- ❑ Provide learner-centered, multi-sensory teaching strategies.



In The Classroom... The Teachers of “Gen Y”

- ❑ Avoid direct criticism which can be taken personally
- ❑ Ask for help if you need help with the AV equipment
- ❑ Provide student-centered, multi-sensory teaching strategies.

21st Century Learning Tools

For teaching Gen Y, info can to be web based. The following are some tools



- Slideshare – presentation sharing tool
- Audacity – audio/podcasting tool
- Jing – screen capture & screencasting tool
- eXe – course authoring tool
- Twitter – micro-blogging tool
- YouTube – video hosting and sharing tool
- Moodle – course management system



Social Media



Social Media



- ❑ flickr
- ❑ Kyte
- ❑ YouTube
- ❑ Ning
- ❑ Zimbra
- ❑ Facebook
- ❑ Google
- ❑ Twitter
- ❑ Typepad
- ❑ ODEO
- ❑ Zoho
- ❑ Zoomr

- ❑ Stay connected
- ❑ Advertise your classes and events where Gen Y will see them
- ❑ There is a group for everything
- ❑ Read what they are doing, share what you do – get involved
- ❑ If a forum for what you want doesn't exist – create one

Loten 2008

- The site “myYearbook,” a social networking site, created specifically for 12-17 year olds, boasts 10 million members
 - 10% of the Gen Y Population



Teaching =

Advertising

Teaching is
Advertising

**Advertising
is Teaching**

What's Hot and What's Not

Hot

- ❑ Online networking
- ❑ Blogging
- ❑ Sharing
- ❑ Word of mouth (Peer 2 Peer)
- ❑ Referrals
- ❑ Talking & Listening
- ❑ Viral Marketing
- ❑ They want to see them selves in the advertising



Not

- ❑ TV commercials
- ❑ Billboards
- ❑ Cold calling
- ❑ Blanket statements
- ❑ Telling





**GETTING
CONNECTED**

A “Gen Y” Approach!



A “Gen Y” Approach!



Be creative

Think big

Be genuine


Don't be afraid to make a
mistake - Gen Y is forgiving

Now It's Your Turn!

- ❑ Groups (by seating)
- ❑ Bag of “props”
- ❑ Be Creative (stretch yourselves)



Now It's Your Turn!

- ❑ Design a visual aid to Teach a Driver Ed concept
 - ❑ Use as many objects as possible
 - ❑ 5 minutes
- 
- A photograph showing various household items arranged on a white surface. The objects include several wooden rulers of different lengths, three black dry-erase markers, a blue plastic car air vent deflector, a blue star-shaped bowl or container, a whole orange, a pink fuzzy ball, a small box of Jell-O, a package of green gloves, and other miscellaneous small items like a pen and a small bottle. These items are likely intended to be used as visual aids for teaching driving concepts.



The next Generation – Z

2001 - 2020



- How will they learn?
- How will Gen Y's teaching styles differ from previous generations.
- Second generation digital natives



The next Generation – Z

2001 - 2020



**Gen Z will be
in Driver Ed
by 2015!**



Classic Literature

AS WRITTEN



Beowulf was king in that Danish castle,
Shild's son ruling as long as his father
And as loved, a famous lord of men.
And he in turn gave his people a son,
The great Healfdane, a fierce fighter
Who led the Danes to the edge of his long
children.
left them in battle. Hengar
Hrothgar Good
King
and a queen
the time led
saw king



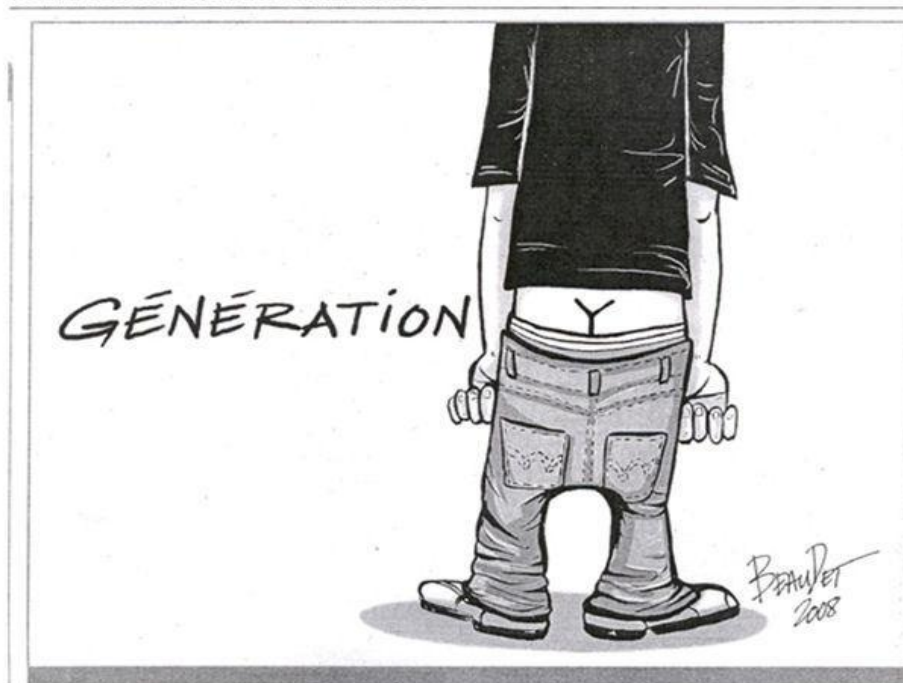
Classic Literature



Questions?

- ▣ Rich Hanson, DTS Consulting, Oregon
contact@dtsconsulting.info

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Thank You!

▣ Bill Warner, Oregon DOT – TSD
Driver Education

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